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SALINAS

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1974

AGRICULTURE

1902

'David Jacks Offered Valley  
Land for \$1 an Acre'

—Index, 1877



CENTENNIAL



# Farming Progress . . . From Primitivism To World's Wonder

By ERIC C. BRAZIL  
Californian City Editor

Salinas Valley agriculture has evolved in a little more than a century from stark primitivism to one of the world's wonders.

A highly sophisticated cropping pattern of unmatched productivity and diversity has developed — and continues to develop — from man's ceaseless experimentation with the Valley's good earth.

Valley farms and ranches produced \$300,000,000 worth of marketable commodities last year, including more vegetables than any other growing area in the world.

The Salad Bowl of the World, which since 1970 has gained increasing recognition as California's newest wine grape and flower growing district, emerged in just a wink of historical time.

As late as 1850 the long

valley was just a cow pasture, waving with eye-high wild mustard, scored with meandering, swampy sloughs and stippled with potholes.

## Cattle Thrived

"Cattle thrived here with little or not attention. Practically the whole unfenced expanse of the Salinas Valley was grazed by the herds which had resulted from the multiplication of the original stock driven up from Mexico in the days of the missions," historian Rutillus Harrison Allen says.

The Spanish rancheros had a very limited close-in market for the tough meat of their half-wild cattle, which they slaughtered principally for hides and tallow at \$2 to \$3 a head.

But the California gold rush opened a profitable market for Valley stockmen in San Francisco,

where fresh meat was scarce. The San Francisco Herald reported in December, 1856, that 1,927 cattle had arrived in the previous eight months from Monterey County. More were driven up the trail next year when, according to the California State Surveyor-General, there were 35,455 head in the county.

## Market Changes

The cattle market began to collapse for the rancheros in 1859.

The collapse was attributable in part to oversupply, in part to the generally inferior quality of the Valley's stock.

Drought in 1862-63 and 1863-64 did the rancheros in. The 1865 report of the Monterey County assessor said "two successive years of drought have almost

swept the county clean of cattle, horses and sheep. Out of 70,000 head of stock cattle existing a few years ago, only 12,724 are left."

Today, because of scientifically run feed lots and improved stock and ranges for cow and calf and stocker operations, Monterey County's cattle business is bigger than it ever was in the romantic ranchero days.

Cattle, calves and feeders were worth more than \$31 million to cattlemen from Castroville to Bradley in 1972, and more than 200,000 head were fattened up in the county for some part of the year.

## Change to Grain

Grain farming supplanted cattle ranching as the No. 1 agricultural pursuit in the Salinas area in the 1870s. The shift from

cattle to grain was hurried along by the drought that killed off the cattle and by improvements in transportation. But the main reason for the shift was that grain was more profitable.

The first commercial grain in the Valley was grown by J.B. Hill, who produced 149½ bushels per acre on a fenced-in 95-acre parcel on "the Salinas Plains" on the road to Monterey.

The Pacific Coast Steamship Co. gave Valley farmers a way to get their grain to market in 1866 by installing terminal facilities for grain handling at Moss Landing.

And Southern Pacific Co. extended its railroad south, to Gilroy in 1869, Pajaro in 1871, Salinas in 1872, Soledad in 1873.

The transportation stimulus was startlingly effective. In 1872 Salinas Valley farmers grew 116,550 acres (2,331,000 bushels) of wheat, 48,250 (1,447,500 bushels) of barley.

## Large Shipments

"We are told that 135,345 sacks of wheat and 102,346 sacks of barley were shipped from Moss Landing to San Francisco during the year 1872," the Salinas Daily Index reported on March 6, 1873.

A 500-barrel-a-day flour mill — largest in California south of San Francisco — was operating in Salinas in 1883. It used about 15,000 tons of Valley wheat a year. King City had a flour mill, too. It produced 150 barrels a day.

The continuing shift to more intensive, high cost,

high yield crops on the Valley's richer soils — accelerated by depressed, oversupplied wheat markets — had pushed grain farming into Southern Monterey County, mainly south of King City. Wheat acreage has shrunk below 6,000, and there is no flour mill operating in the county. Barley remains a 55,000 acre, \$3 million-a-year item in the county's agricultural economy.

## Brief Wool Period

Briefly, in the 1870s before the railroad reached King City, Monterey County was California's leading wool producer. In 1876, the county's 263,120 sheep produced 1,500,000 lb. of wool. But when the railroad opened South County for grain farming,

the sheep industry went into a decline from which it has never recovered. County sheepmen run only about 15,000 head these days.

Monterey County had 248 milk cows as early as 1850, according to the old records, and dairying has historically been an important facet of the county farm picture.

The first big dairyman was C.S. Abbott, who drove a 500-cow milk herd down from Marin County and established a dairy near Spreckels in 1865. By 1870 Abbott was milking 1,500 cows.

Historian Allen says "the dairy industry, here as in many other parts of California, early became dominated by Swiss and Portuguese immigrants."

(Continued to Page 48)



STRAW BURNER stationary threshing machine in Alisal on Carl Nielsen Ranch in 1901

(Albert Parsons photo)

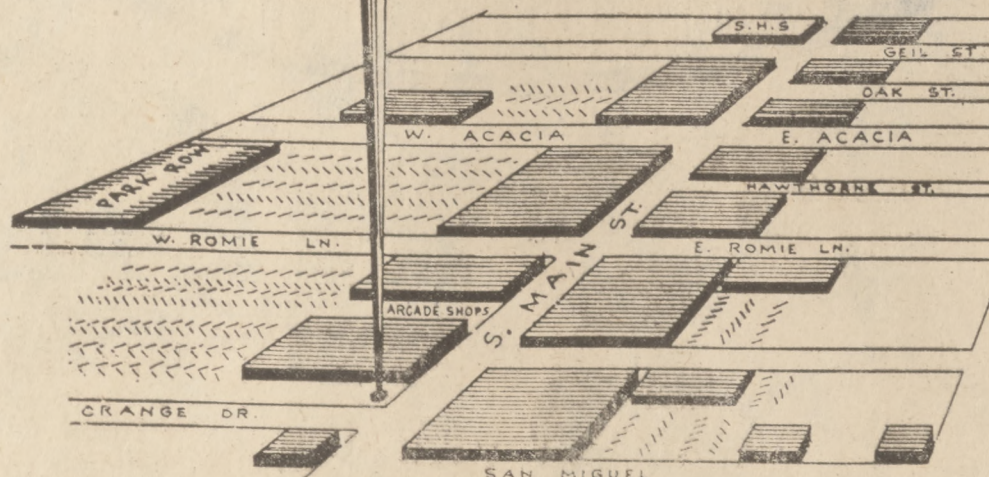


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"KUDRNA'S BABY NEWS"  
921 South Main

"McMAHAN'S FURN/GRAMOPHONES & THINGS"  
840 South Main

"McMAHAN FURNITURE CO."  
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"OLDE MONTEREY CARD & CANDLE SHOP"  
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"PACKWOOD'S"  
830 South Main

"PERRY'S SEWING MACHINE CENTER"  
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"THE STYLE SHOP"  
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"VALLEY CENTER HARDWARE"  
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"DOC'S LIQUORS"  
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"JONATHAN'S GIFTS & FLOWERS"  
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"VALLEY HEARING AID CENTER"  
982 Park Row

"PARK ROW REALTY"  
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"WAYNE'S LAUNDERETTE  
& BABY BROUGHT-EM DIAPER RENTAL SERVICE"  
980 Park Row





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CARPET  
SHOWROOM  
IN MONTEREY  
COUNTY!"**



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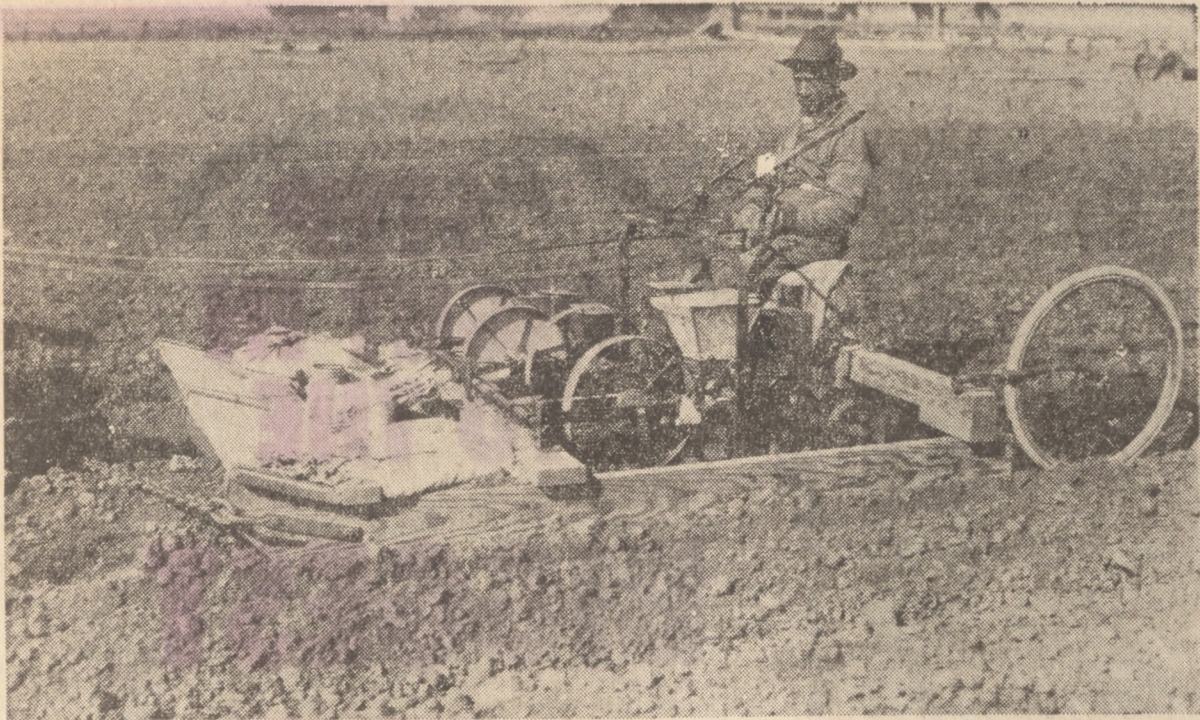
**626 E. ALISAL ST.**

**375-8022**

**ALSO IN THE MID VALLEY SHOPPING CENTER**

**CARMEL VALLEY PH. 624-0185**





EARLY PLANTER for sugar beet seed displayed

## Farming Changes

(Continued From Page 2B)

The customary practice for these people was to start by renting tracts of 100 acres or more from the large landholders who had been grain farmers or had leased to grain farmers. Having started in this manner, they could eventually purchase the farms which they had been renting.

### 25,400 Cows

In 1924, there were 25,400 dairy cows in the county, heavily concentrated in the mid-Salinas Valley.

There were some 300 dairy owners and operators, who employed hundreds of hand milkers. A large portion of the milk produced by Valley dairies went to three mid-Valley evaporated milk plants, which became obsolescent as the industry changed and were closed in the late 1940s.

### Change to Row Crops

Dairies gave way to row crop farms as irrigation increased rapidly after the mid-1920s. There are just 24 dairies left in Monterey County today. But they are bigger, highly automated and vastly more efficient and productive than their predecessors. Their cows are giving six gallons of milk a day, compared to 2½ gallons back in the 20s. Milk production from just 7,000 cows is a \$5 million-a-year business in the county.

Before irrigation became extensive, the Burbank potato, grown in the sandy soils of the northern part of the Valley, was a major crop. In fact the citizenry crowned a "King Burbank" at the grand ball of

the first California Rodeo in 1911.

But by 1925 the soils survey of the Salinas area noted: "Potatoes are not grown so extensively as formerly on account of pests and diseases, as well as the inability to economically compete with potato production in the Delta region of the state."

### Potato Comeback

Nevertheless, although the Burbank variety isn't grown commercially in the Valley any longer, potatoes — Kennebecs, for potato chips — have made a comeback in the past 10 years. The 1927 crop was worth \$5,590,000.

Irrigation in Monterey County — by aqueduct, canal, gravity flow, windmills, pumping from the Salinas River and the like — goes back to the mission days.

The U.S. Bureau of the Census reported in 1889 that there were 21 irrigated commercial farms in the county with a total acreage of 891.

The introduction of sugar beet growing and the construction of the Spreckels Sugar Co. factory during 1897-99 provided further impetus for the extension of irrigation in the Salinas Valley. By 1909, 258 farms had 47,336 acres under irrigation.

### Deep Pump Helps

The development of the deep turbine pump after World War I accelerated the pace of irrigation.

And farmers got together to drain swampy land to make it tillable. Reclamation District No. 1665, which drains the Tembladero Slough, was established in 1920. Blanco Drainage District No. 2 was created in 1932. Together, the two ditches have brought thousands of

acres of rich soil under cultivation.

By 1929, the Bureau of the Census reported 803 irrigated commercial farms with 80,981 acres under irrigation in Monterey County.

Irrigated acreage has steadily increased as the Valley's agriculture grows ever more intensive. There are now 184,000 acres under irrigation, according to the Monterey County Flood Control and Water Conservation District.

The Valley is now pumping about 700,000 acre feet of water for all uses, including agriculture, annually. But the water table remains high, a condition due in large part to percolation releases down "The Underground River" in the dry season from Nacimiento and San Antonio dams. Nacimiento, which started storing water in 1957, and San Antonio, in operation since 1966, have storage capacities of 350,000 acre feet each. Nacimiento's safe annual yield for water conservation purposes is 100,000 acre feet, San Antonio's is 40,000.

### Lettuce Start

The modern era for Monterey County agriculture actually dawned with scant fanfare in 1916, when farmer Mose S. Hutchings delivered a load of lettuce with a two-horse team at Watsonville Junction for rail shipment to San Francisco.

First out-of-state lettuce shipment was attempted from Watsonville by rail on Feb. 23, 1919 by Louis DeLaney, but it was a financial and gastronomic flop.

Salinas Valley farmers jumped into the lettuce picture with vigor in 1922. On Oct. 28, 1922, the

Salinas Daily Index displayed this banner headline: "Lettuce Monopoly Held by Salinas Valley." (The story beneath the headline explained that acreage for the 1923 season figured to be about 2,000.)

Advances in refrigeration helped the lettuce industry grow. In 1926 the U.S. Department of Agriculture reported Salinas-Watsonville district shipments of 9,576 rail cars to eastern and coastal markets.

On Oct. 1, 1929, the Salinas Daily Index condensed into a single headline what lettuce had come to mean to Salinas and its citizenry: "Green Gold Discovered in Valley."

Improvements in breed, seed, cultural practices, harvesting techniques, packaging, marketing and transportation have kept the lettuce growers and shippers in the Salinas Valley out front in the American produce industry.

### Green Gold, Indeed

The Valley's 1973 lettuce crop sold for \$115 million F.O.B. Green gold, indeed.

But while lettuce has been the Valley's mainstay cash crop for more than half a century, other row crops are also multi-million dollar items in the Salad Bowl: Celery, broccoli, cauliflower, tomatoes, carrots, strawberries.

And artichokes, first grown and shipped commercially by Dan Pieri from Castroville in 1923. Artichokes were worth \$15,872,000 to farmers in "The Artichoke Capital of the World" in 1972.

The history of bean growing in the Valley also exemplifies its changing cropping pattern. In the late 20s and early 30s,

nearly 40,000 acres of dry beans were planted. But by 1972 the bean acreage had dwindled to around 14,000 — although prices were high because of poor weather conditions and the popularity of soybeans in other growing areas.

### Orchards Thrived

Time was when the Valley was a major fruit and nut growing district, too. In the 30s there were nearly 10,000 acres of almonds, walnuts, apricots, apples and pears on the Valley floor and in the foothills. But competition and labor

problems have edged local growers out as a major factor in the tree fruit and nut business. Just 526 acres of apricots and 610 acres of walnuts were grown in Monterey County in 1972.

Although row crops remain the backbone of the county's agricultural economy, two enormous changes have taken place in the cropping pattern in recent years.

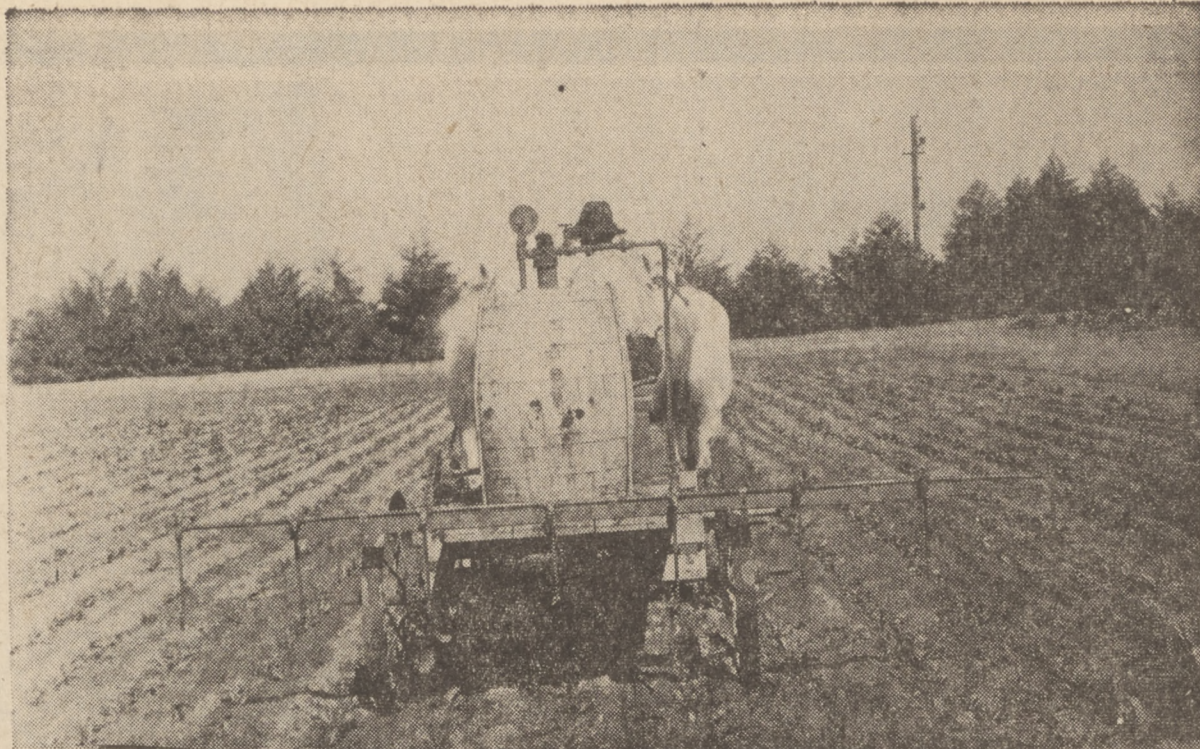
One is the introduction of the wine grape industry. The Salinas Valley, from Chualar south, has been ticketed as the next major

wine growing district in the United States. More than 30,000 acres of vines are already in the ground, some 3,000 of them bearing and in production. Some of the nation's foremost winemakers have sunk roots in the Valley: Paul Masson, Mirassou, Wente Bros., Almaden. And the industry has drawn some heavy venture capital, too, from companies like Southdown, which has 10,000 acres of varieties planted in one stupendous bloc south of King City.

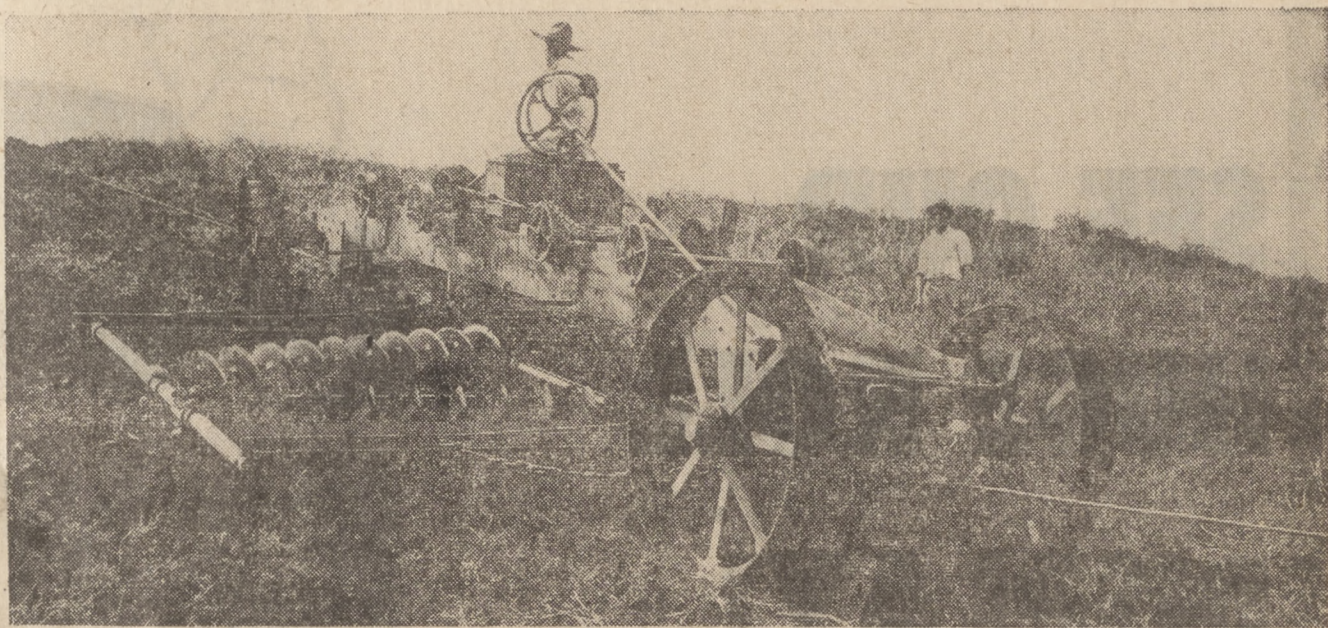
And the flower industry, planted in the Valley in the early 60s, has taken off in

the past three years and continues to grow explosively as growers move in, attracted by clean air, good water, moderate temperature and relatively inexpensive land.

Salinas Valley growers produced \$5,667,000 worth of carnations, \$3,039,000 worth of roses and \$877,000 worth of chrysanthemums in 1972. They also provided \$4,959,000 worth of nursery stock and bulbs. Like the fruits and vegetables grown in the Valley, cut flowers are shipped out nation and worldwide, by truck and by air.



TWO-HORSE early spray rig operates near Spreckels.



CABLE DRAWN disc by steam engine across Spreckels field

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# 1899

**Spreckels  
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first deliveries  
of sugar beets.**

Of course our methods and machinery have been updated and modernized over the years.

Now, over 75 years later, Spreckels Sugar is still at home, right here in Monterey County and still producing fine, pure sugar.







## Salinas Valley Called 'A Paradise'

### 'Land Is Plenty, Cheap, Generous'

One hundred years ago, Editor Melville Byerly of the Salinas City Index termed the Salinas Valley "a paradise, where land is plenty, cheap and generous as a bountiful Providence could create it."

The county then ranked at the top in grazing, dairying and wheat production, but Editor Byerly predicted the Valley's "soil is unlimited in its capacity to yield with equal prolificness such a variety of other productions that an enumeration of them would cause a smile of incredulity to overspread the countenance of farmers in our Eastern, Northern and Western States."

His article follows: "The critical stranger would be led to believe from the assessor's statistical report that

Monterey County is more generally adapted to grazing purposes than to any other, and that, as wheat is presented as the staple product, the soil is limited to the production of cereals; but such is far from the case. Monterey is a superior grazing county, second to none in the State, and within a few years has advanced to be the third in rank in dairy productions, and will soon outstrip all others.

"In a manner the county has been isolated from the commercial center of the State and the different markets; transportation was only effected by the primitive method of teams, which prevented the farmers from competing with those more fortunately located, and stock-raising was for years the only profitable business they could engage

in because cattle could transport themselves to the butcher's shambles and sheep could pack their wool to within a reasonable distance of the seaports from which it could be shipped. As years advanced the gradual approach of the railroad and the decreasing cost of transportation induced the farmers to turn their attention to the production of wheat, the only article in demand which they could raise with profit, and although scarce one-sixth of the wheat producing lands have been cultivated there are not more than two or three counties in the State that have garnered so much this season, and none that present a better yield to the acre or better grain than Monterey in what may be termed her experimental or infantile efforts.

"This is the cause of the preponderance of the wheat crop over that of any other.

"The meager number of fruit trees in the report would convey the idea that the climate and soil are not adapted to fruit raising, but there is no known fruit, tropical or other kind, that will not thrive in some portions of the county, the warm belt that skirts for a certain space, varying from one-half to one mile in width, our mountain ranges are free from frosts and produces the orange, lemon, fig, banana and olive in all their tropical luxuriance, while the vine on the same mountain sides flourishes and produces in such exuberance as to astonish viniculturists reared in the most productive wide countries in Europe. The enormous yield of potatoes

is only equalled by their superior quality, while experiments have proved that tobacco, hops and flax thrive and mature to perfection.

"The future of this county promises to be one of unexampled prosperity, and that it will be one of the most densely populated and wealthiest in the State. There is not a shadow of doubt, and farmers in remote regions who are struggling to eke out a bare existence by hard labor bestowed upon a cold ungenerous soil should migrate to this paradise, where land is plenty, cheap and generous as a bountiful Providence could create it."

—M. BYERLY  
Editor and  
Proprietor  
Index, Sept. 25, 1873.



### Rodeo's Grand Old Man

J. R. (Grandpa) Hebborn was the "grand old man" of the California Rodeo and Salinas Big Week. He headed every parade from 1911 until 1936—in his 97th year—and was truly one of the traditions of the Old West and California Rodeo. It was his family and sons and grandchildren that continued to build the Rodeo through its first 50 years. Shown with "Grandpa" is Tim Sullivan, San Jose vaquero, who won top prize of \$30 in winning bull riding championship in the 1911 Rodeo.

### 1877 Grain, Produce At Area Depots

Jan. 17, 1877—Salinas City Index:

#### PRODUCE ON HAND

The following statement, very kindly furnished us by Mr. W.H. Gibson, shows the quantity of produce on hand at Moss Landing, Monterey City, Castroville Depot, Jan. 1, 1877:

MOSS LANDING	
Barley centals	56,000
Wheat	12,400
Potatoes	8,609
Oats	1,400
Beans	1,000

MONTEREY	
Barley	71,886
Wheat	4,923
CASTROVILLE DEPOT	
Wheat, centals	802
Barley	8,042
Beans	517
Potatoes	1,324

## Races Preceded Rodeo Till 1911

If you attend the California Rodeo in Salinas in July, 1974, you will witness a fill-in track event, Thoroughbred horse racing.

The main event is the rodeo with world-famous cowboys performing.

But what is a "running race" fill-in today, was the only event 100 years ago in Salinas and the tiny nucleus of what was to later become "the Big One" in national rodeos.

One-hundred years ago this month, the Salinas City Index (Californian's predecessor) reported:

"Natividad Races—Saturday last the Natividad Jockey Club, which is composed of the stock-raisers, horse fanciers and solid men of this county, met at Natividad

to prepare a programme for the spring meeting of the club. The attendance was good, and large purses were raised to offer for running horses, trotters and pacers at the next spring meeting at the Natividad course, which is to commence Tuesday, May 19th, 1874, and will last for four days. The club has made unusual endeavors to secure the attendance of fast horses, and at the same time have everything conducted in a fair and impartial manner. Rare sport may be anticipated."

A year later, the Natividad meeting developed into the actual beginning of the Salinas Rodeo site history with deeding of the Sherwood Park area to the city.

Land donors on Aug. 3, 1875 were Eugene Sherwood of Salinas and Richard Hellman of San Francisco. Deeded was 69.4 acres of El Sausal Rancho to the City of Salinas under certain conditions which included lands being entitled Sherwood's Park and held as a recreation grounds for the use of Salinas inhabitants and vicinity and visitors and establishment in a convenient part thereof of a race track.

In compliance with these conditions, Futurity races of the Pacific Coast Trotting Horse Breeders Association were held.

By 1911, attendance at the races was dwindling. Frank Griffin of Salinas thought up the idea of

staging a wild west show between races. This was the start of the California Rodeo as we know it today.

By 1913, the trotting races had folded and 11 Salinas Valley leaders, headed by Griffin, moved to regularize the wild west show by incorporating as the "California Rodeo". This year also saw the first El Colmado del Rodeo Parade—the forerunner of today's Colmo del Rodeo night parade.

By 1923, the California Rodeo gave the city \$4,000 which the city used to clear a cloud on its title to the property involving the Sherwood heirs.

The rodeo reincorporated in 1924 and rodeo directors worked successfully for a \$40,000 municipal bond issue. An

additional 8,000 seats were provided, which now form the center grandstand. The entire sum was refunded by the California Rodeo, with no cost to the city over a period of 20 years.

The grandstand was further enlarged, stables built and barns and corrals enlarged. A polo field was added, the site now of Sherwood Golf Course.

In 1926, the "Queen of the Rodeo" contest was originated by local service clubs and Miss Bernice Donahue was the winner.

A 1929 feature was the beginning of the Sweetheart of the Rodeo with Miss Lillian Kirschner of Santa Clara

County the winner. Queen of the Colmado (night parade) was Miss Adele Hughes and at that time riders were eliminated from the Colmado.

In 1930 Will Rogers watched the show, but the beginnings of one of the most popular features, the Kiddie Kapers, was a juvenile division of the night Colmado with a Watsonville girl chosen sweetheart. By 1931, Kiddie Kapers appeared officially with a parade the night before the opening of Big Week.

With ever-increasing crowds, the grandstand was enlarged to seat 14,000 in 1935.

By 1938, attendance at the rodeo events hit 50,000, nearing today's totals of paid admissions but not gross admissions.

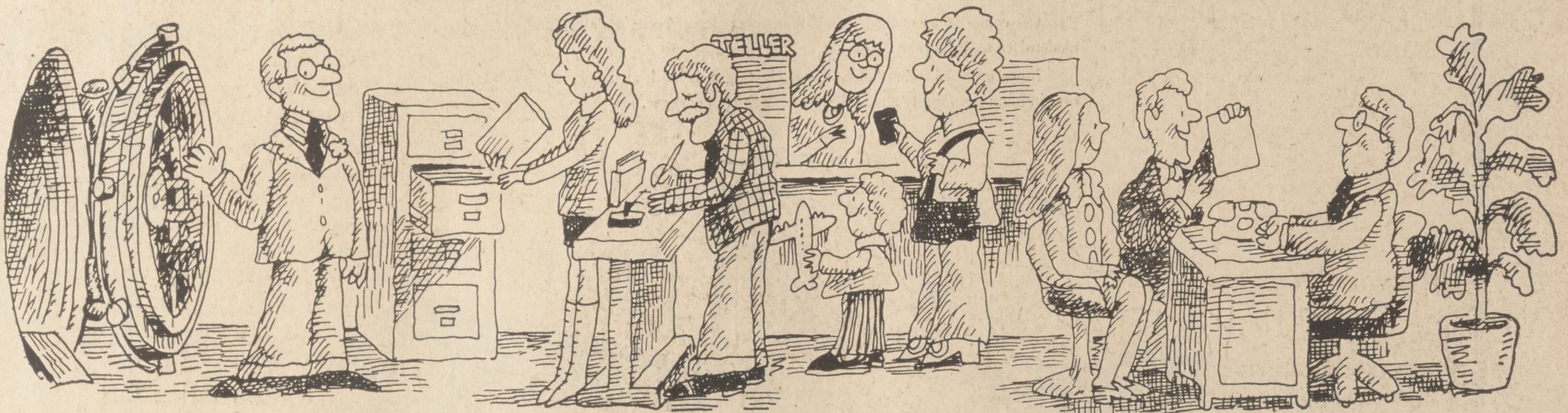
Brahman bulls were introduced in 1939 and spectacular maneuvers by the 11th Cavalry of Monterey Presidio were featured.

After World War II closure, the rodeo resumed bigger than ever and has grown until the present day. The California Rodeo has grown to be known and respected nationally as one "of the Big Four."


Everyone who's seen today's modern, fast-

(Continued to Page 8B)

# What are we doing in Salinas?



We're checking and saving and lending and funding and counseling and investing and doing just about every kind of personal and business banking for just about every kind of financial need in bustling Salinas—the same thing we're doing at all of our four locations throughout thriving Salinas Valley.

BANK OF AMERICA 



# SHERWOOD GARDENS

AS IT PROBABLY LOOKED WHEN CAPTAIN EUGENE SHERWOOD BOUGHT  
THIS VALUABLE PROPERTY FOR \$1.50 AN ACRE IN 1859



## THE MODERN, NEW SHOPPING CENTER AS IT APPEARS IN 1974

Sherwood Gardens Shopping Center actually lies in the heart of one of the city's earliest development areas. It is a 79-acre sector of the original Sherwood estate. Those properties were acquired by the first Sherwoods in 1859. It was Capt. Eugene Sherwood, newly arrived in the United States from London, England, who bought the 24,000-acre San Lorenzo rancho (for \$1.50 an acre) and the El Sausal rancho of 10,000-acres. The latter was a Mexican land grant granted by Mexico a decade later.

It was during 1868 that Captain Sherwood, one of the original promoters of Salinas, donated land for schools, churches and the highways for San Juan, Sausal and Castroville streets. The latter two have been renamed East Market and West Market streets.

The rodeo grounds and Sherwood park acreage (across from the shopping center) were given by him to the city with the understanding that "fairs were to be held on the grounds at least every alternate year."

Upon the retirement of his family, the late Stanfield Sherwood had charge of the large landed interests and was their manager.

A. C. Bingham, Sr., and Floyd V. Hampshire purchased 79 acres later in 1953. They had one aim in view . . . to open a development that would be a credit to the far-sighted Captain Sherwood's hopes and ambitions. Their first move was to set aside 100 lots for commercial and residential purposes to the west of the shopping center. In 1965 the center was sold to a real estate investment firm which proceeded with plans for the present shopping center, one of the most modern and beautiful in Central California.

SHERWOOD PURITY STORE  
THE MARKET  
SHERWOOD CAMERA SHOP  
MAB-ELS COFFEE & SANDWICH SHOP  
SHERWOOD BARBER SHOP  
SHERWOOD BEAUTY SALON  
CORK 'N' BOTTLE  
SHERWOOD CLEANERS  
VALUE GIANT  
SHERWOOD GARDENS CAR WASH  
DR. STANLEY SHAFFER, OPTOMETRIST  
SHERWOOD GARDENS RESTAURANT  
PACKWOOD'S FURNITURE  
EXOTIC TROPICALS  
WAYNE'S COLLEGE OF BEAUTY  
TEDDY BEAR TOY SHOP  
CANDY JAR  
STOFFEY'S FLOWERS

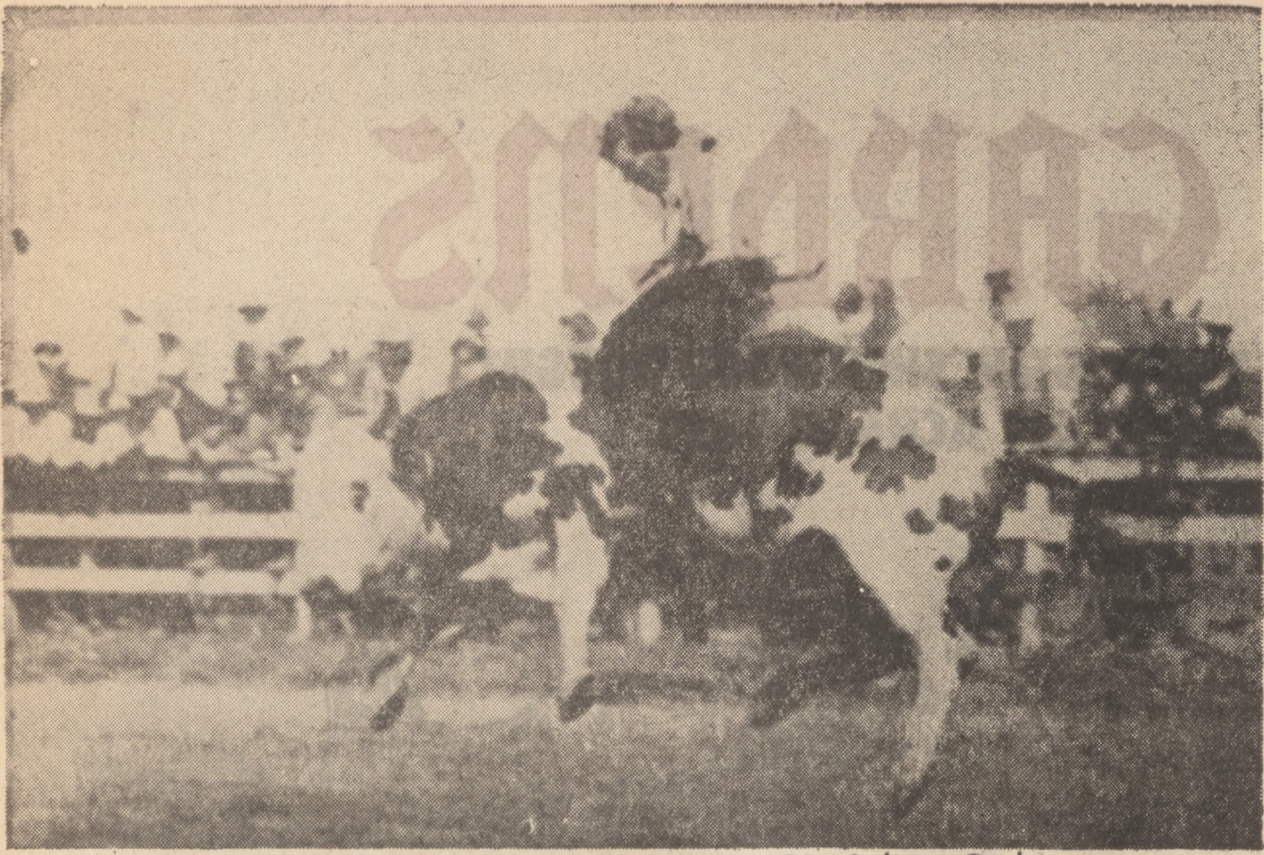


SHERWOOD HARDWARE  
THE SMART SHOP  
DICKER'S DEPT. STORE  
PAULINE'S SPORTSWEAR  
SHERWOOD DRUGS  
SWENSEN'S ICE CREAM PARLOR  
QUICK-SERV  
ORVIN'S SHOES  
BUD PARKER'S MEN'S WEAR  
ANDRUS JEWELERS  
MODE O'DAY  
JOHN'S SHERWOOD SHOES  
SHERWOOD SPORTS SHOP  
SHERWOOD LAUNDRY CENTER  
SALINAS WESTERN STORE  
HATCH'S CARD & GIFT SHOPS  
AL MARTINS' HOUSE OF CM  
BANK OF AMERICA  
SHERWOOD ARTS & CRAFTS

## SHERWOOD GARDENS SHOPPING CENTER

N. MAIN STREET . . . Across from Municipal Pool & Rodeo Grounds





CURLY FLETCHER hanging tight in 1911 Salinas Rodeo

## Horse Races

(Continued From Page 6B)

paced rodeo knows the magnitude of the show, which now features a standingroom only crowd on Sundays and more than \$55,000 in prize money.

But what was the first rodeo like in 1911?

The Salinas Daily Index labeled it "The ONE BIG WEEK" is here, July 31, 1911, likewise the crowd. Salinas is a symphony of bright colors by day and a blaze of brilliant lights by night."

The rodeo, that first time, was billed as a Wild West Show running for an entire week.

Chief attractions in 1911 were the Pacific Coast Trotting Horse Breeders' association race meeting, the "Wild West Show" at the track and Hebert's park. There were nightly band concerts on the street, entertainment at the pavilion, including an exhibit of Monterey County products, a grand ball at the armory hall on Friday evening and the crowning of "King Burbank" and the street carnival Saturday night.

And, boy, what they did to Main Street!

The carnival colors of red, white and blue were everywhere. Thousands of electric lights, encased in Japanese lanterns were strung in graceful festoons on either side of Main Street.

According to the Salinas Daily Index, "Down the center of the thoroughfare is a long row of massive columns, dividing it into broad avenues.

"These columns were surmounted by stars, shields, crescents and other curious devices, that gleam like jewels.

"At the head of Main Street is an electric fountain the waters of which go splashing and dashing over moss covered rocks. Over all is an immense electric sign, which is strung across the street in full view of the Southern Pacific; on it is inscribed in letters of light the cheery greeting: "Welcome to Salinas."

One of the big days was Watsonville day. And, you guessed it, the Watsonville band, too.

Another day was devoted to the Peninsula people from Monterey and Pacific Grove who had a Carmel Mission exhibit at the pavilion, located at Main and San Luis streets in the new Forester's building.

And, EVERY day was

Spreckels day.

A featured event was the automobile parade with the main attraction a parachute drop by Prof. H.C. de Renton at 11 a.m. The Index reported, "More than 60 machines were in the parade, many of them artistically decorated with flowers and bunting."

And, the parade just didn't pass by once. It passed back and forth several times, performing "a number of difficult evolutions." And there were even women drivers!

To show their skill, the drivers serpentine through a number of cardboard boxes spaced at 20 feet. But, alas, the Daily Index reported, "everything went all right until Jim Bardin showed up with his machine near the rear. In attempting to serpentine, Mr. Bardin was unable to clear the boxes and he took every one of them along with him in front of his machine."

Do some of these things sound familiar? The pre-parade events during Big Week last year included antique autos and super sand buggies.

As for the Wild West Show, it included a few big

names, but mainly involved local "vaqueros" such as G.E. Lyons, Charles Perry, Peach Mello, and others.

"Name" riders included Happy Jack (J.A. Haun), J. Stanley, and a woman, Modoc Lill, who rode broncos in the show.

There was a grand cowboy rally and parade on Main Street at 1 p.m. with 100 riders and a 16-piece band. (In 1971 one horse parade had 1,200 riders!)

Rodeo events included bronco riding, quarter mile dash, full rig, free for all; riding bulls, trick riding and roping; bulldozing (dogging?) steers, quarter mile dash with rough rider against cowgirl; lassoing; relay race of one mile with rig change at each quarter.

That was what made up the "ONE BIG WEEK."

The event grew in 1912 to a "huge crowd" of 6,000.

Last year, the "huge crowd" was indeed huge with more than 20,000 on Sunday alone and a four-day total of 47,735!

And, it all started more than 100 years ago with horse racing and a local jockey club.



LETTUCE SHED packers in pre-World War II photo in Salinas (John Hughes-Historical Society photo)



## 1922 Lettuce Boomed Index: 'Great Gobs Grown'

Feb. 18, 1922—Salinas Daily Index: "Great Gobs of Lettuce Grown in Valley" By Rolin G. Watkins, editor:

I listened to an interesting story on Thursday evening of this week, when a rancher of the Santa Rita-dist. told me of the immense acreage being contracted in this section by the California Vegetable Union, for the production of lettuce for the markets. A few days ago I told you about the big lettuce acreage out in the Natividad-dist., to be grown for seed only. Now I find that there is lots of lettuce to be grown here this year that will be shipped to the eastern markets for consumption.

As nearly as I can find out, there are between 200

and 300 acres of Salinas Valley land already under contract with the vegetable union, upon which lettuce will be grown. The acreage that I have been able to identify is as follows:

Duncan McKinnon 30 acres  
Frank McFadden 25 acres  
Olson & Thompson 25 acres  
C.K. Hardebrook 25 acres  
Pedroni Bros. 25 acres  
Louis Schmidt 25 acres

The story of contracts dates back some little time ago to one Saturday when J.D. Adams, field man for the California Vegetable Union, came to Salinas and held a consultation with wealthy ranchers. At that time the matter was given a careful consideration, not omitting the financial responsibility of the marketing concern. One of

the ranchers had been told, by a competing firm, that the C.V.U. had 150 branch offices in eastern states, using their own employees, and not brokers' agents. The truth of this statement was questioned, and one of the heads of the concern admitted that the statement was overdrawn to the extent of three branches offices. "We have only 147 eastern offices," admitted this man, smilingly. The vast advantage of marketing through a concern with such extensive connections was easily seen, and the far-sighted ranchers lost no time in completing their contracts.

A conservative estimate of return from lettuce grown for the market places the figure at a net

profit of better than \$400 per acre. It is readily seen what this will mean to the valley.

The C.V.U. say that the thing which first brought them to the Salinas Valley was acreage and climate. They told our ranchers that over in the Pajaro they were unable to get sufficiently large tracts in, and that they had found the climate over there just a trifle too warm for the production of the best lettuce.

The contracts call for the planting of the lettuce about July 1. The marketing season will be from Sept. to Nov. The California Vegetable Union is the largest individual shipper of California vegetables

(Continued to Page 9B)

**THE  
\$55,000,000  
TELEPHONE  
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Each day, Pacific Telephone Operators receive over one million calls for numbers that are already listed in the telephone book. In a single year, the operator expense for handling all these calls is fifty-five million dollars. So if you're concerned about the cost of your telephone service, please look up numbers in the phone book whenever you can. Of course, whenever you can't find the number, we're here to help.

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Karl V. Christierson  
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# 'Pastures of Heaven'



John Steinbeck's "Pastures of Heaven," at Corral de Tierra, were known 100 years ago to pioneer Toro area settlers.

They were as beautiful then as now, as this correspondence from Corral de Tierra on April 16, 1874 attests:

Editor, Salinas City Index: A more beautiful section of country than that embraced by the Corral de Tierra, San Benancio Canyon and others leading to it, can well be imagined, but it must be seen to fully realize its beauty. It is certainly

**Nature's Own Restorer**  
A gentleman who has been in California, and a resident of this country for the past five years, remarked to me that it was the prettiest place that he had yet seen anywhere, and realized the picturesqueness to its fullest extent. Tall branching live oak trees, little rivulets and creeks, emerging from the recesses of the mountains, flowers of every hue on the hillsides and valleys.

Must fill the soul with praise to Him who has in his goodness made them all. At the head of this canyon lives William Harris, brother of George Harris of Monterey. He owns about 160 acres of land, tillable and grazing, and has some choice varieties of fruit on his own place. His house is a delightful nook, completely sheltered from the prevailing winds of the Salinas plains. He tells me that they have scarcely any wind there, only a slight breeze. A short distance from Mr. Harris lives Thomas Watson, ex-sheriff, and J.A. Rothe, who each have secured bodies of land and own some excellent breeds of cattle and horses. Mrs. Watson, formerly an invalid, lives here. No inducement could prevail upon her to leave a locality so beautiful, and where she has enjoyed such good health. They think there is no place under the sun to compare with it. Beyond lives Messrs. Gordon and Charles Underwood, who live near the head of the Corral de Tierra in a

**Sequestered Nook**  
The whole of this section seems to be scooped out in the form of a basin, sheltered as it is, those who prize health as the greatest boon conferred upon man would not be long in seeking so pleasant a

retreat. The LaPorte and other ranches, used principally for grazing are beyond here.

**A General Invitation**  
I understand and will be extended to Salinas City, Monterey, New Republic (Santa Rita), Natividad, and all the school districts, including Spring, Alisal, Oak Grove and Rincon, to hold a Union picnic in the vicinity of Corral de Tierra, near the beautiful lake in that region on May Day. I assure those who have never been to this section, that it will far excel any other locality in this country or state—for those annual gatherings. Yours, etc.

**Observer**  
These words could have been written in 1974. For the Toro area, San Benancio, Corral de Tierra, Harper Canyon, etc. is "still sheltered from the prevailing winds of the Salinas plains" and is still "The prettiest place to be seen anywhere . . . with tall, branching oak trees."

The pastoral beauty will be held intact in one section, Toro Park, which opened in 1971, and includes more than 4,756 acres southwest of Salinas. It features natural use of the habitat, picknicking, hiking and riding, which the original settlers would surely approve of.

The very attributes that

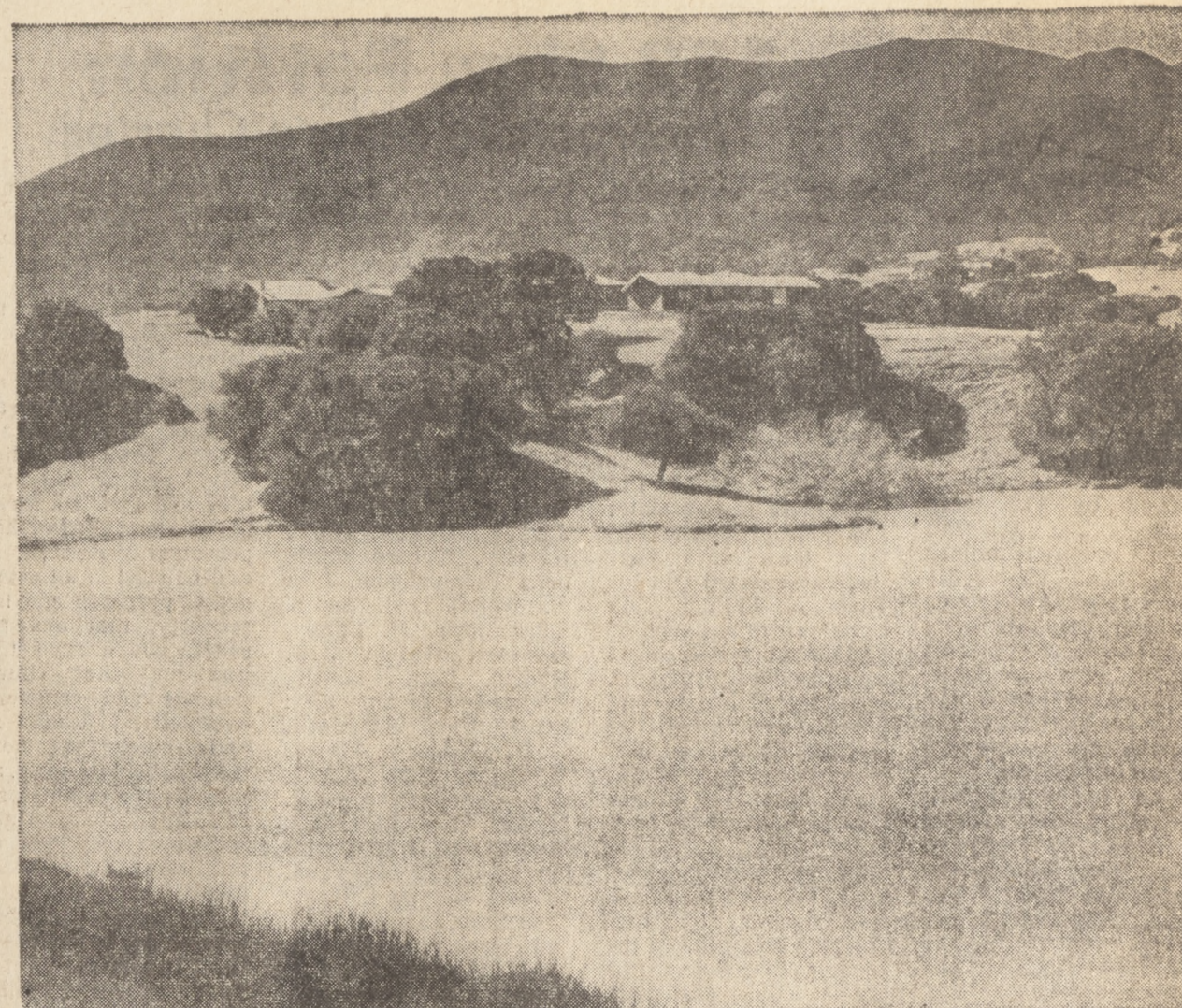
cause the poetic prose from the old Index correspondent in 1874, however, have drawn more residents to the general area.

Monterey County Planning Department estimates from the Salinas-Monterey area Transportation Study show an April, 1973 population of about 4,755 for the area bounded by River Road, Pine Canyon, Fort Ord and Laureles Grade.

This is a continuing increase from the 1970 census figures of slightly under 4,000 residents in the same area. At that time, the planning department projected growth to reach 10,000 people by 1980 in the area commonly called the Sun Belt, or, more poetically, "Pastures of Heaven".

Growth of home building in the area is shown by these figures: 1969, 584; 1970, 1,152 and 1973, 1,695 units. The 10-year period to 1970 found the housing units more than doubling.

The problem for planners is to maintain an adequate balance between the pastoral life and urban inroads. Toro Park will preserve the pastoral forever. Private areas will be carefully controlled. A good example is the newest area subdivision, Indian Springs, next to Pine Canyon. It is widely spaced



## Outdoors, Homes Blend

The rolling foothills, just west of Mt. Toro and adjacent to Toro Regional Park, find the Greater Salinas area's newest subdivision, combining green spaces, a lake, stables, horse trails connecting with Toro Park's horse

trails and oversized lots. Called Indian Springs Ranch, the 270 River Road development includes 185 acres, all underground utilities and a complete modern sewage system.

(Californian photo)

## Lettuce

(Continued From Page 8B)  
operating in the coast markets today. It is able to put its product into the hands of thousands of eastern people, who will, thus, get their first idea of the immensity and possibilities of this wonderful land on the shores of the Pacific.

When the last contract was signed on Monday of this week the rancher whose name appeared as the grower thereon, remarked: "Well, that's finished."

"Not by a jugful, it isn't," was the remark of J.D. Adams, the field man. When quizzed as to the meaning of this remark he said: "We're coming back here within a very short time to sign up a lot of acreage, for winter cauliflower, and winter celery. You people have a veritable land of promise here, and we've overlooked it too long. We need more acreage, and we need climatic conditions necessary to grow these vegetables. We are going to keep an eye on the Salinas Valley, from now on."

Don't you think this is another pretty good proof that the man from the outside is able to see the advantages and possibilities of this valley? I do. This is just one more item to the preponderant argument in favor of eliminating many of the old crops and going in for those which will bring a larger return.

It is my prophecy that another year will see thousands of acres of Salinas Valley land planted to profitable vegetable gardens, with a return therefrom so large as to make some of the old timers take note thereof and change their crops.

It is most interesting to note the outside concerns which have taken cognizance of the possibilities of this valley. Which makes me think that I have never told you the BIG story about an outside concern operating in the Santa Rita Dist., which I promised you several days ago. If all goes well, I'll be able to give you some facts and figures which will open your eyes on next Monday. It is all about another outside concern which operates at but one other point in California. And one amusing thing about it is that this firm came here to make an experiment, simply because of the possibilities in the line of irrigation. They found they were unable to get the amount of water they required in their present location, and came to the Salinas Valley because they knew there was sufficient water for all needs here.

Sounds funny, does it not? After having heard all these stories being (banded) about there being no water here. This reminds me of a man, a representative of a bay city bank, who recently visited here. When told that Salinas Valley money was to be used to interest ranchers in dairying, fruit-growing and alfalfa, he laughed. "Why," said he, "you can't grow those things down here. I know because a San Francisco banker told me so."

This man was given a short ride, and when he left for San Francisco that night, he went with a different idea, and a life-long convert to the possibilities of the Salinas Valley. He's coming back again.

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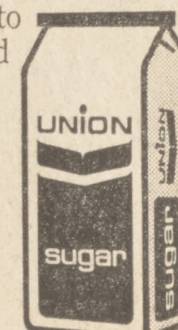
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Although Salinas City was chartered by the California Legislature March 4, 1874, it was incorporated by the Monterey County Board of Supervisors earlier on Sept. 17, 1872.

With the incorporation, a Map of Salinas City was submitted as "Exhibit A," accompanied by a petition signed by 112 local residents. The boundaries were, roughly, Salinas Street and Castroville Street (Market Street) on the west; San Luis Street on the South; Front Street on the east and Lake, Carneros and Boronda (the latter one block north and paralleling Castroville Street) on the north.

The incorporation, preceding the official chartering, was four years after the Watsonville Pajaronian reported that Salinas City had but "one street, one store, one blacksmith shop, one stable, two dwelling houses, one hotel and one town drunk." The article further declared that "fifteen souls" was considered a "large estimate of the population."

Following is the account of the incorporation petition as found in the "Minutes of the Board of Supervisors, Monterey County" for Sept. 17, 1872:

"To the Honorable Board of Supervisors in and for the County of Monterey, State of California:

"The undersigned, qualified electors under the Constitution and laws of this State, and Inhabitants of Salinas City who have resided in the town of Salinas City for more than thirty days next immediately preceding the signing of this petition do most respectfully present unto your Honorable Board, this their petition asking that your Honorable Board by virtue of an Act of the Legislature of the State of California entitled 'An Act to Provide for the Incorporation of Towns' approved April 19, 1855, will grant unto the Inhabitants of the Town of Salinas City an Act of Incorporation, making them a body politic and corporate by the name and style of 'The Inhabitants of the Town of Salinas City' for their local government and a police

and for the preservation and regulation of any commons appertaining to said town and that the inhabitants of said Town of Salinas may have, exercise and enjoy all the rights, privileges and power authorized to be conferred by Your Honorable Board under and by virtue of the above entitled Act of the Legislature of this state; and your petitioners further show unto your Honorable Board that the Town of Salinas City contains over two hundred inhabitants, to-wit: about seven hundred inhabitants, one hundred and fifty of whom are qualified electors under the Constitution and laws of this State; that said Salinas City is situated in Monterey County, State of California; and is bounded by the following metes and bounds: viz:—Commencing at a point in the northern boundary of this survey, the said point being 4,572.48 feet northerly with the course of Main Street from the central point of the intersection of Main and Gabilan streets in Salinas City, thence running westerly 4,572.48 feet, a corner, thence running southerly 9,144.96 feet, a corner, thence running easterly 9,144.96 feet, a corner, thence running northerly 9,144.96 feet, a corner, thence running westerly 4,572.48 feet, to the place of commencement, so that the boundary lines north and south shall be parallel with Main Street, and the boundary lines running east and west shall be at right angles with Main street, a plot and map of which said proposed town is hereto attached, marked 'Exhibit A,' and made a part of this petition; and that the metes and bounds of said Town of Salinas City do not include more than three square miles of area."

(Signed by one hundred and twelve names). To-wit: B.T. Nixon, William Vanderhurst, J.B. Iverson, P. Iverson, B.S. Wilcoxen, R.L. Porter, George D.A. Dyer, R.E. Dyer, C.P. Nance, Jas. McDougall, J. Green Cook, Z. Thompson, I.J. Harvey, A.B. Harvel, H. Clark, S. Locum, S.W. Conklin, H. Samuels, W.W. Lee, L.E. Chevalier, W.J.

Connor, G.W. Condon, W.A. Henderson, Geo. Warner, M. Tynan, W. Burbeck, J.V. Lacey, A.J. Cloud, J.C. Holloway, Wm. Brownell, A.W. Billings, N.G. Wyatt, F.M. Jolly, A. Riker, George R. Wood, B.F. Butler, Joseph March, Edward Mills, H. Friedlander, E.K. Abbott, H. Seighold, H.P. Tuttle, W.F. Trent, W.L. P. Winham, D.K. McDougall, James Hickey, W.F. Ramsey, Richard Smith, John Thoroughman, John E. White, D.M. Smith, Elias Howe, M. Farley, Bedford Haley, J.B. Hunter, James Martin, Richard Quinlan, J.M. Hand, Fred Sherwood, F.C. Roach, D.E. Williams, N.E. Angus, A.E. Richardson, J.H. Walker, W.W. Ross, B.F. Stevens, S.C. Way, Dennis Leval, J.T. Johnson, Samuel Hamilton, Hardy Thompson, Juan Espinosa, M.L. Houk, A. Frame, J.R. Cook, Charles R. Beard, A. Ames, J.B. Farrington, Wm. Bessy, W.W. Joice, S. Childers, James Davis, W.T. Tucker, Spencer Childers, Jr., T.W. Malson, J.A. Seusser, W.B. Tillman, H. Westlake, W.L. Carpenter, J.A. McCannless, John A. Tolman, Joseph A. Richardson, W.G. Martin, M. Kelly, C. Hoffman, W.A. Richardson, Henry Myers, W.P. Mauldin, David Jones, A. Huntley, W.J. Spence, H. Angwee, S. M. Sherwood, M. Byerly, N. Gooch.

Now, on reading, filing and considering the foregoing petition, and it appearing to the Board by due and proper proofs that said Town of Salinas City is situated in Monterey County, State of California, that it contains more than two hundred inhabitants within the limits of the proposed Corporation, that a majority of the qualified electors of said town have signed the petition herewith presented, that the metes and bounds of said town are named in said petition, that the area of said town does not exceed three square miles, that the inhabitants of said Town of Salinas City are desirous of being incorporated and having a Police established for the local government under and by virtue of the Act of the Legislature of the State of California entitled: "An Act to Provide for the Incorporation of Towns," approved April 19, 1855. Now it appearing to the Board to be just and proper, it is hereby determined and:

Ordered: That the said Town of Salinas City, in the County of Monterey, State of California, be, and the same is hereby incorporated, and the Inhabitants of said Town of Salinas City are hereby declared a body politic and corporate by the name and style of "The Inhabitants of the Town of Salinas City," and by that name they and their successors shall be known in law, have perpetual succession, sue and be sued in all courts, grant, purchase and hold property, real and personal, within such town and no other (burial grounds and cemeteries excepted), and may sell and dispose of the same for the benefit of the town, and may have a common seal and alter it at rights, powers, and duties and privileges as provided by said Act of the Legislature of the State of California, entitled Act to Provide for the Incorporation of Towns, approved April 19, 1856."

The metes and bounds of said Town shall be as follows: Commencing at a point of this survey the said point being 4,572.48 feet northerly with center of Main street from the central point of the intersection of Main and Gabilan streets in Salinas City—thence running westerly 4,572.48 feet, a corner, thence running southerly 9,144.96 feet, a corner, thence running easterly 9,144.96 feet, a corner, thence running northerly 9,144.96 feet, a corner, thence running westerly 4,572.48 feet to the place of commencement, so that the boundary line running north and south shall be parallel with Main street, and the boundary lines running east and west shall be at right angles with Main street, as designated upon the Official Map of Said Town of Salinas City, herewith presented and filed.

It is further ordered that an election be held in said Town of Salinas City on Saturday, the Fifth of October, 1872, at which shall be elected by the qualified electors of said town: A BOARD OF TRUSTEES consisting of FIVE members, AN ASSESSOR, and a MARSHAL, who shall qualify, and thereafter discharge the duties of said office, each as provided in said Act.

The above was transcribed from the Minutes of the Board of the Board of Supervisors, Monterey County, Volume B, pages



ABOVE, "Exhibit A," showing the "metes and bounds" of the town of Salinas City as of Sept. 17, 1872, accompanied the petition of 112 local residents for incorporation as "The Inhabitants of the Town of Salinas City." This was the first official map of Salinas City which received its charter March 4, 1874.

188-190.

Chartering of the "Town of Salinas City" took place later. The Salinas City Index on March 26, 1874 reported:

"The bill providing for a new charter for Salinas City has passed and

become a law, also the bill to allow Salinas City to issue bonds to the amount of \$15,000, ten thousand of which is to be applied to school purposes and five thousand for the organization of a fire department, or for

protection against fire. These are all commendable measures, and will work out reforms which were much needed." Starting in 1874, early day Salinas mayors were I.J. Harvey, William Vanderhurst, Henry S.

Ball, William J. Hill (also an Index editor), Thomas Harris, Charles Francee, Thomas Renison, Frank S. Clark, Francis Abbott, Fred P. Feliz, C.N. Thorup, G.A. Daugherty, Dr. E.J. Leach and V.J. Barlogio, through 1937.

## WE REMEMBER WHEN . . .



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## Fire Hall, Council

The fire station on left was built in 1874 at Gabilan and Salinas streets (north side), with a room for city council meetings upstairs. The City Council used rented buildings until it built a new city hall in 1909 at Gabilan and Salinas streets (south side), across from the old fire hall.



## Old and the New

Foreground construction is present Salinas City Hall Rotunda. It replaced the long-time city hall (1909) in background which was razed for a municipal parking lot upon completion of new city hall in 1964. Renovation of present adjacent Public Safety Building has been going on for past year.

## 1874 Juries Demand New County Jail

March 26, 1874—Salinas City Index:—Three Grand Juries have in unmistakable terms condemned the present county jail as one entirely unfit in which to confine human beings, and have termed it a disgrace to the great and wealthy county of Monterey, and yet there are individuals and journals

that without hesitation condemn any proposition whatever to construct a suitable jail here at the county seat.

These, as their words and actions evince, are actuated by mere petty spite and jealousy toward Salinas City for whose especial benefit they declare public edifices are proposed to be erected, when it is well-known that county property is not subject to taxation, and however costly the public edifices may be, they do not add one dime to the

assessable property of the immediate section in which they are located.

## 7,257 Three-Cent Stamps Cancelled

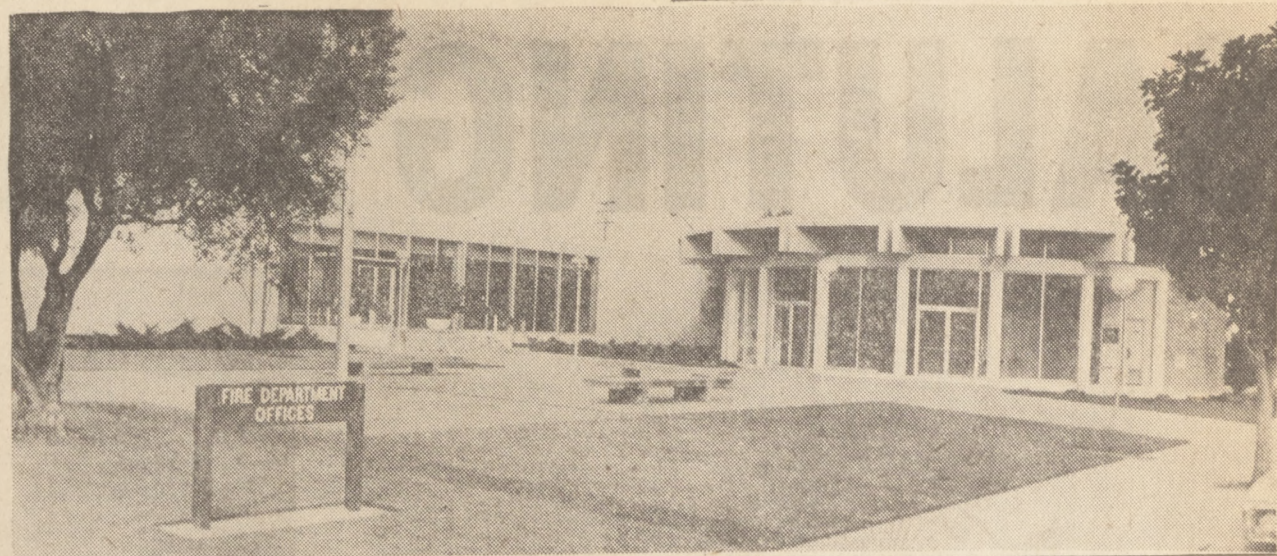
Jan. 1, 1874—Salinas City Index: SALINAS POST OFFICE: The earnings of the P.O. in Salinas City, for the quarter ending Dec. 31st was \$754; number of three cent stamps cancelled in December, 7,257, and in the same month there was 300 money orders issued, amounting to \$1,955.85.

Happy 100th  
Birthday,  
Salinas!

## City Complex

Salinas' current city hall and council meeting rotunda, plus the adjacent public safety building are ultra-modern in design. The rotunda and main city hall building were completed in 1964 and the 1909 city hall across Lincoln Avenue was razed to provide a municipal parking lot.

(Californian photo)



1897—De Dion Quadricycle 1898—Prototype 1898—First Production Model

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SINCE  
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Because that's exactly what we build into every one of the nine new models we sell in America. Whether it's the exciting Renault 17 Gordini Coupe Convertible at \$5,210\* With everything from electronic fuel injection to a remarkable hardtop, softtop, or no-top top. Or our very economical basic Renault 12

that gives you an incredible amount of features for an incredibly low \$2,675.\* Our more luxurious Renault 12TL with reclining front bucket seats and rear window defogger standard. Or any of the other exciting Renaults in between.

Because every Renault, no matter which model, starts with standard features not even available on some cars, at any price. Features like front-wheel drive and steel-belted radial tires for better traction. Rack-and-pinion steering for sports car handling. Disc brakes for surer stopping. A 4-cylinder engine for

economy car economy. An all weather closed liquid cooling system. A large capacity gas tank so you have to fill it up less often. Luxury seats for luxury car comfort. Even an exceptionally smooth, optional, fully automatic transmission.

And performance and handling so noticeable, that we know once we get you to drive any of our surprising new Renaults, we'll get you to buy one.

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\*Manufacturer's suggested retail price. P.O.E. East Coast. Destination Charges. Dealer Preparation Charges. State and Local taxes not included.

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# SALUTING SALINAS...



## Fellow Citizens of Salinas:

As we observe our 100th birthday as a city, we should do so with great pride in our past achievements, and the firm conviction that our future is even brighter.

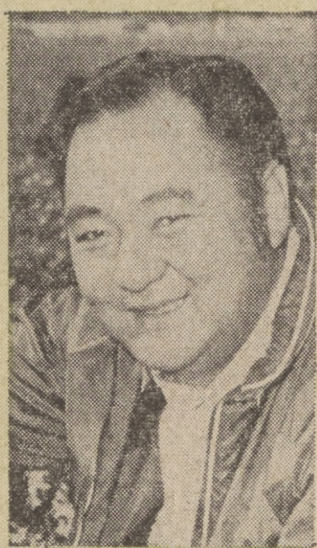
The pioneers who laid the foundation for what is now the City of Salinas did so with courage, foresight, ambition and hard work. Their efforts have forged the good life that we enjoy today; we, in turn, have the solemn responsibility to build an even better city to pass on to our children and future generations.

As your City Council, we encourage your full participation in the affairs of your city. Important and far reaching decisions are being made regarding the future of your city, and we can best represent your interests if you become involved in your city.

Let us move ahead together to build an even greater Salinas in the years and decades ahead.

### Your City Council

Henry Hibino, Mayor  
Jim Barnes, Councilman  
Ed Norris, Councilman  
John Vondracek, Councilman  
Bob Wheritt, Councilman



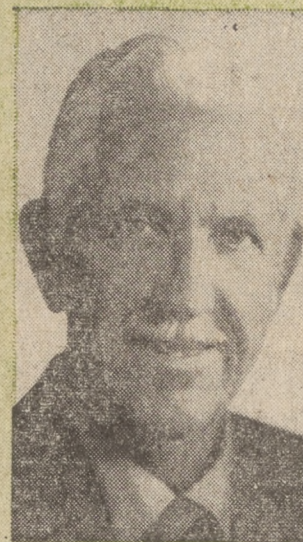
Mayor Henry Hibino



John Vondracek



R. Edwin Norris

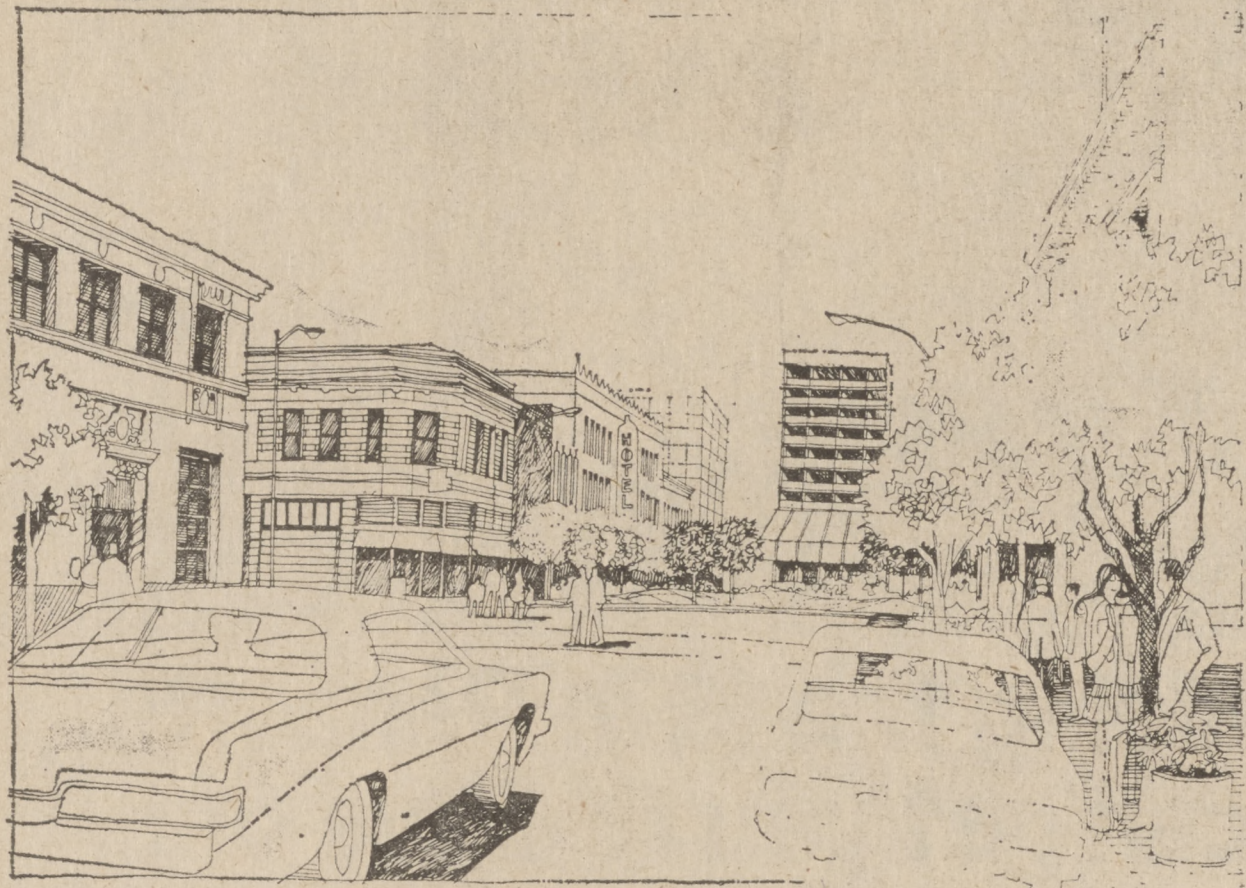


Robert Wheritt

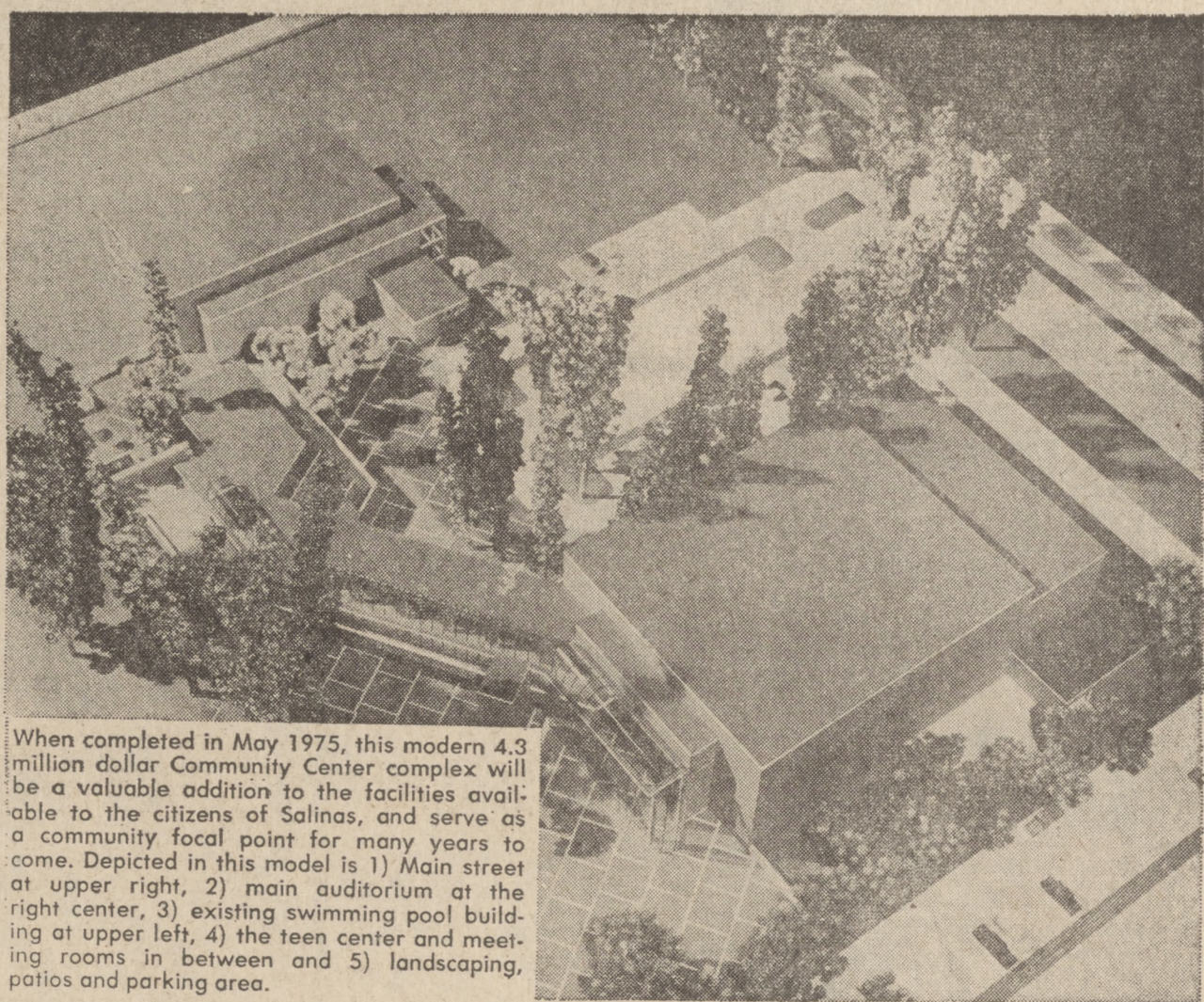


James Barnes

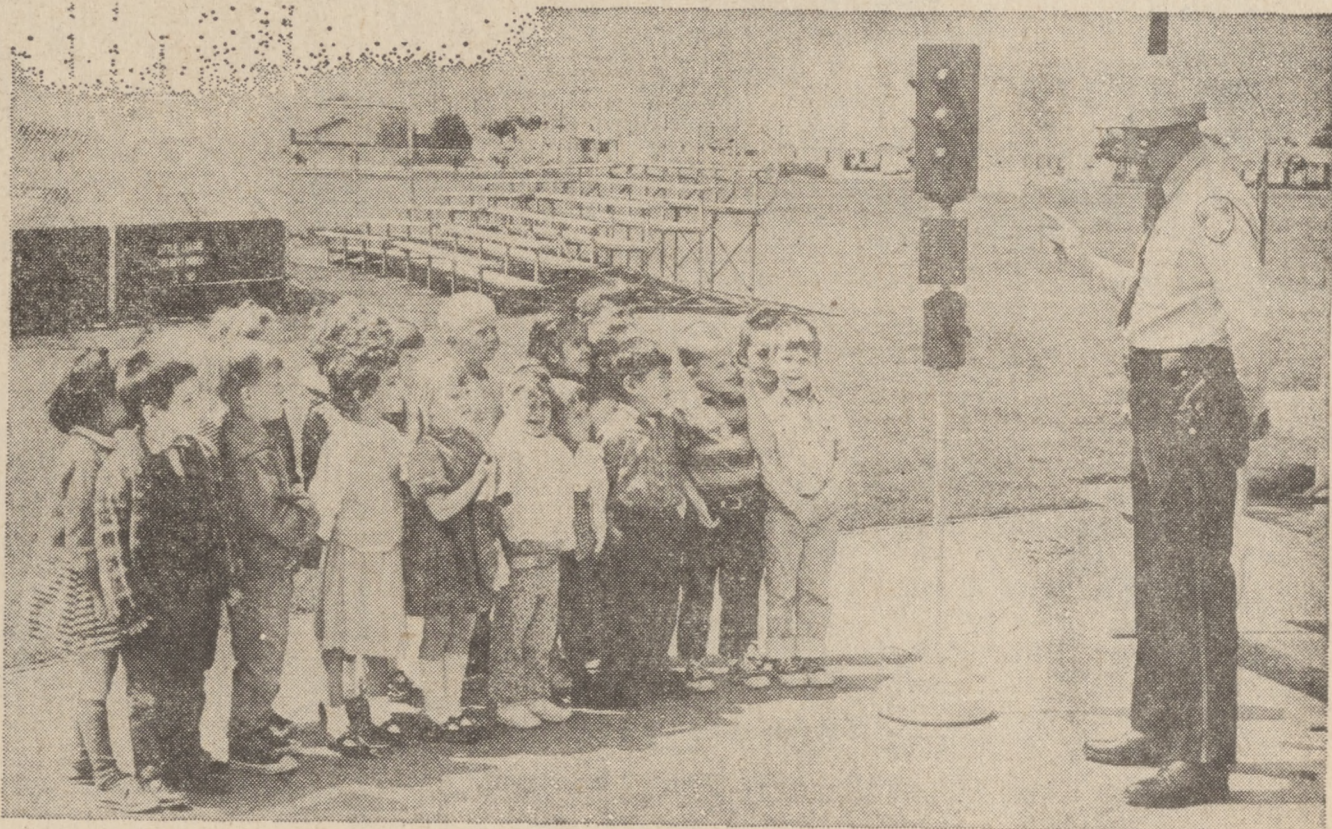
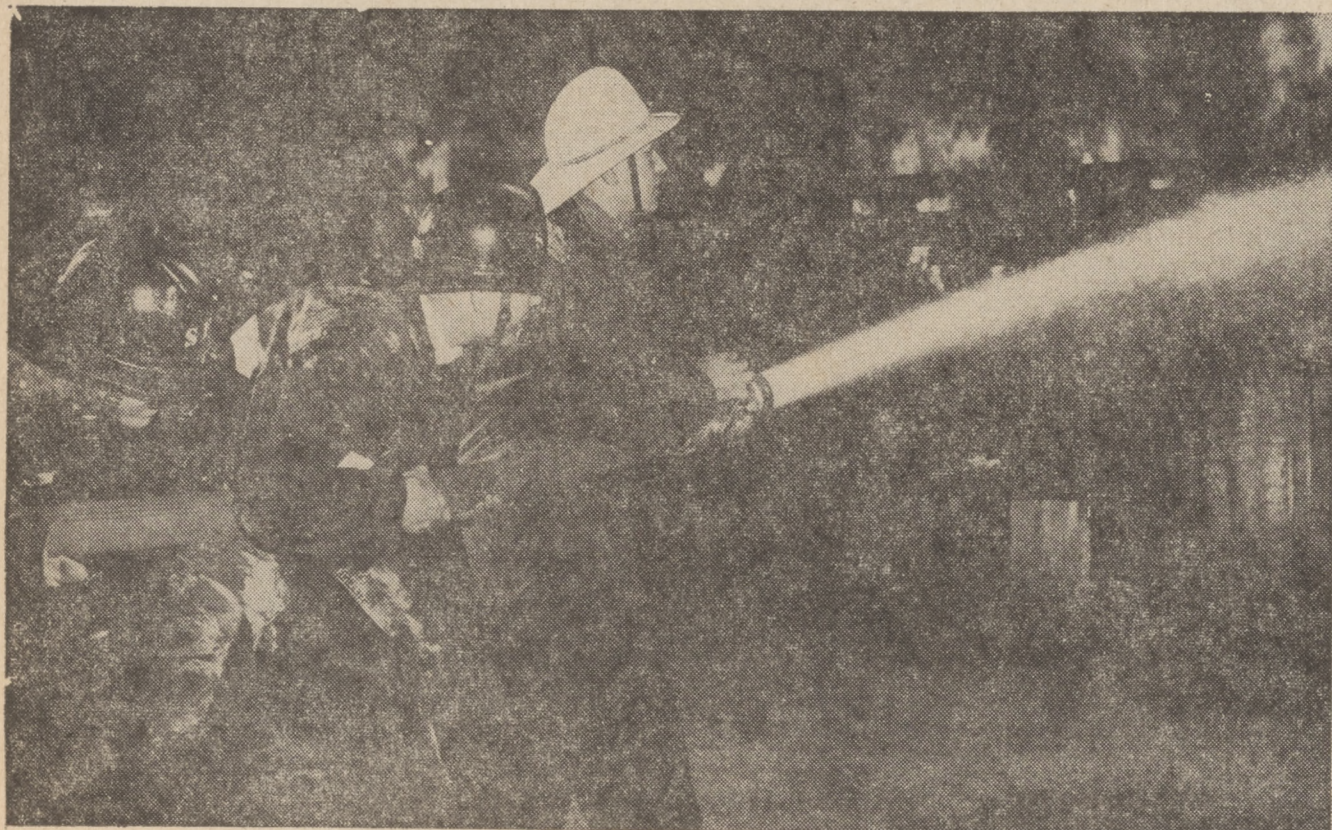
## 100 YEARS OF PROGRESS!



The old blends with the new in this view of Main Street looking north from Alisal Street. A new hotel, a landscaped mall, and revitalized historic buildings are elements of the Central City Revitalization Program, which emphasizes an "Old Town" theme. The program is a joint effort by the city and downtown merchants and property owners. The Salinas Community Development Department provides staff for this program and is responsible for planning, building regulation, and redevelopment throughout the city.



When completed in May 1975, this modern 4.3 million dollar Community Center complex will be a valuable addition to the facilities available to the citizens of Salinas, and serve as a community focal point for many years to come. Depicted in this model is 1) Main street at upper right, 2) main auditorium at the right center, 3) existing swimming pool building at upper left, 4) the teen center and meeting rooms in between and 5) landscaping, patios and parking area.



City services to Salinas citizens cover a wide range, from the operation of the airport, libraries, parks and recreation programs to building regulations and the maintenance of streets, storm drains and sewers. In addition to these direct services, several "staff" departments keep the wheels of government moving smoothly. Approximately 400 City employees are at your service. Fire protection and police protection, illustrated here, can range from the drama of actual fire fighting or criminal arrests to the less dramatic but equally important jobs of fire prevention and instruction of youngsters in traffic safety.